

Minutes of  
Cherokee County  
Tourism Development Authority  
March 14, 2016

The Cherokee County Tourism Development Authority met at 2:00 p.m. on March 14, 2016 at the Murphy Visitor Center.

Members present were Margaret DeLuna, Joan Posey Neumann, Steve Dickey, Cal Stiles and Anthony El-Khoury. Absent were Sandra Daley and Aurelia Stone. Also present was Nancy Lane, who serves as Clerk to the Board, Phylis Blackmon, Jean Miller, Alice Blanton and Donna Ratcliff.

The meeting was called to order by Margaret DeLuna, after which there was a moment of silence and the pledge of allegiance.

Motion was made by Anthony El-Khoury to approve the agenda, seconded by Joan Posey Neumann and unanimously adopted.

Motion was made by Cal Stiles, seconded by Anthony El-Khoury, and unanimously adopted to approve the February 8, 2016 minutes.

The next item on the agenda was the Financial Report. After discussion, Cal Stiles made a motion to move \$163,837.89 from fund balance to the Murphy Visitor Center for purchase of the building located at 20 Tennessee Street, Murphy, NC. Motion was seconded by Anthony El-Khoury and unanimously adopted.

Nancy Lane provided updates for the Andrews and Murphy Visitor Centers. Number of visitors, website analysis and Facebook statistics were reported. A marketing opportunity from Blue Ridge Country BOGO became available for the months of M/Jun, J/Aug, S/Oct or N/Dec. Cal Stiles made a motion to participate in the BOGO at a cost of \$1,665.00 with preference for the M/Jun and J/Aug issues. Motion was seconded by Joan Posey Neumann and unanimously adopted.

The next item on the agenda was a reprint for the Cherokee County Historical Museum and Tusquitee Outdoors brochures. After discussion Anthony El-Khoury made a motion to approve the reprint of 1000 copies each at a cost of \$183.91. Motion seconded by Joan Posey Neumann and unanimously adopted.

The next item on the agenda covered mailings of the Tourism Development Authority brochures to various Expo/Home and Garden shows throughout Florida, Tennessee and South Carolina. No action taken.

The next item under New Business was a presentation by the Cherokee County NC Crafters. After discussion, Anthony El-Khoury made a motion to table their request until the April 11, 2016 meeting and requested that the Board of the Cherokee County NC Crafters submit a grant request for funding. Motion was seconded by Cal Stiles and unanimously adopted.

The next item on the agenda was a grant request from Cherokee County Arts Council for the 2016 Art, River and Music Festival. After discussion Cal Stiles made a motion to grant

\$1,500.00 to the Art, River and Music Festival, motion being seconded by Steve Dickey and unanimously adopted.

Billboard opportunity was the next item on the agenda. After discussion Steve Dickey made a motion to participate in a one year contract with Allison Outdoor Advertising for an illuminated billboard at a monthly rate of \$400.00 with final design approval by the Board. Motion was seconded by Anthony El-Khoury and unanimously adopted.

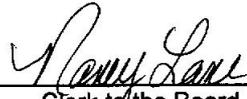
The next item on the agenda was the Art Walk membership and sponsorship. After discussion, Steve Dickey made a motion for the TDA to become a platinum sponsor at a cost of \$1,000.00, in addition to offering another \$1,000.00 with the stipulation that they extend the Art Walk for the months of November and December. If they do not extend the Art Walk thru November and December the additional \$1,000.00 will not be provided. Motion was seconded by Cal Stiles and unanimously adopted.

Building improvement projects was the next item on the agenda. Cal Stiles made a motion to move \$5,000.00 from fund balance to the Murphy Visitor Center to cover repairs and maintenance of the building located at 20 Tennessee Street, Murphy, NC. In addition, he requested a sub-category be created under the Murphy Visitor Center to help monitor expenses for repairs and maintenance. Motion was seconded by Joan Posey Neumann and unanimously adopted.

The Strategic Plan review was next on the agenda. After discussion several items were removed from last year's plan with new items added. The Board agreed to expand to new market areas. No action was taken.

No action was taken during the public forum.

There being no further business, motion was made by Steve Dickey to adjourn, seconded by Joan Posey Neumann and unanimously adopted.

  
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Clerk to the Board

  
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Approved